

Existing Site Redesign Critique

Critique the site you'd like to redesign. Put into words, what makes the design have room for improvement. Not everything about the site will be horrible. You can share positive and negative design elements. Write about the following:

1. URL	Copy & paste the URL here
2. Is the purpose of the site immediately clear?	Type your answers in this column...
3. Does it answer the question: What can I do on this site?	
4. Are web conventions are used well? Give examples.	
5. Do the clickable elements look clickable?	
6. Is the page scan-able?	
7. Is visual hierarchy is used to show what is most important... and 2nd most important?	
8. Is there a "call to action"? Does the call to action grab your attention?	
9. Is it mobile friendly?	
You have learned about the following in other design classes. Give your thoughts on how the "not-so-good" web site uses the design principals well. Keep your answers short, and please, no fluff answers.	
10. Balance	Type your answers here...
11. Unity/Repetition	
12. Movement	
13. Proportion	
14. Emphasis /Contrast	
15. Alignment	
16. Do images help the design?	

17. Do the colors help the design?	
Does the typography work well?	
a. Fonts	
b. Sizes	
c. Line width	
d. Readability	
e. Spacing	
f. White space	
18. Other thoughts	